WELCOME TO THE IMCOM HQ LOBBY DISPLAY ANNOUNCEMENT DESIGN TEMPLATE.

PLEASE TAKE A MOMENT TO READ THESE FIRST SLIDES.

THESE GUIDELINES WILL HELP ENSURE YOUR INFORMATION IS APPROVED FOR RELEASE

THIS TEMPLATE SETS THE STANDARD.

THIS DESIGN: BACKGROUND, COLORS, FONT, SIZES AND OVERALL LAYOUT PARAMETERS SHOULD BE FOLLOWED FOR ALL CONTENT ON THE LOBBY DISPLAYS.

MATERIALS DEVIATING FROM THESE GUIDELINES WILL NOT BE APPROVED FOR DISPLAY.

WHY THESE LIMITATIONS?

LIKE IMCOM, THE ARMY IS MOVING TO A UNIFIED BRAND. THIS TEMPLATE IS DESIGNED TO FOLLOW THE NEW GUIDELINES.

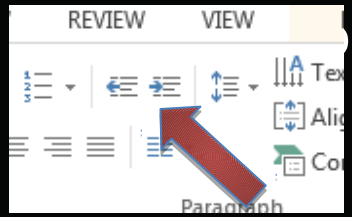
IN ADDITION, TELEVISIONS OR DISPLAYS VIEWED FROM SEVERAL FEET HAVE DIFFERENT DESIGN REQUIREMENTS THAN COMPUTER DISPLAYS THAT ARE VIEWED UP CLOSE:

Dark backgrounds and large, light-colored fonts are more effective; white backgrounds with small, dark fonts can be difficult to read from a distance.

TYPE CASE AND SIZE LIMITATIONS

FONTS SHOULD BE NO LARGER THAN 24 POINT AND NO SMALLER THAN 18 POINT.

THE FIRST LEVEL IS 24 POINT ARMY GOLD. THE SECOND LEVEL IS 24 POINT WHITE. THE THIRD LEVEL IS 20 POINT WHITE. USE ALL CAPS AT THE FIRST THREE LEVELS



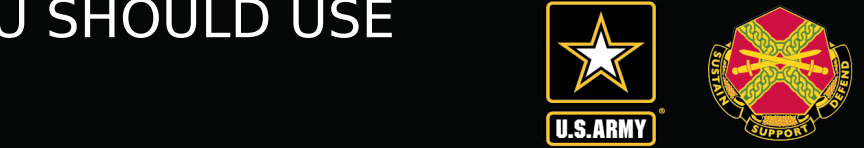
wer case is acceptable after the first three layers. Bullets are OK, but don't use **bold**. You can use the indent button in PowerPoint to switch between levels.

SAFE AREAS

TO ENSURE YOUR IMAGES AND TEXT ARE FULLY VISIBLE AND LEGIBLE, DO NOT ALLOW THEM TO EXTEND BEYOND THE BLACK BOX ON THE SIDES OR BOTTOM.

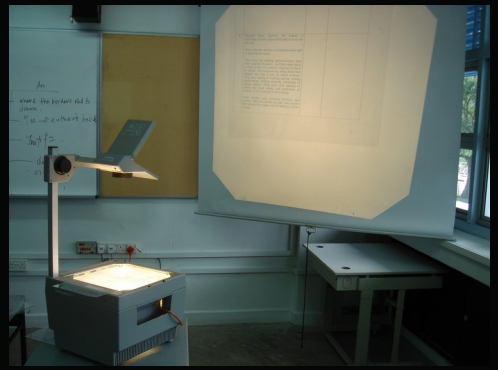
DO NOT LET TEXT OR PHOTOS COVER THE LOGOS IN THE CORNER.

KEEP IN MIND, THESE INSTRUCTIONAL SLIDES HAVE MORE WORDS THAN YOU SHOULD USE ON THE MONITORS.



A GOOD SLIDE

YOUR IDEAL SLIDE SHOULD HAVE



- FEW WORDS … IT SHOWS FOR ONLY 7 SECONDS
- AN IMAGE
- WHO, WHAT, WHERE, WHEN
- A WAY TO GET MORE INFORMATION

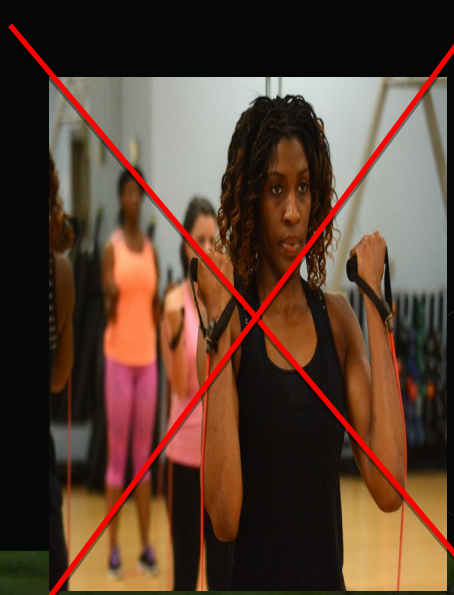
Can’t fit? Try using another slide

U.S.ARMY

SUSTAIN SUPPORT DEFEND

PUT A PHOTO ANYWHERE IN THE BLACK BOX

DO NOT STRETCH IT. LEAVE HALF AN INCH OF BLACK ALL AROUND THE IMAGE.



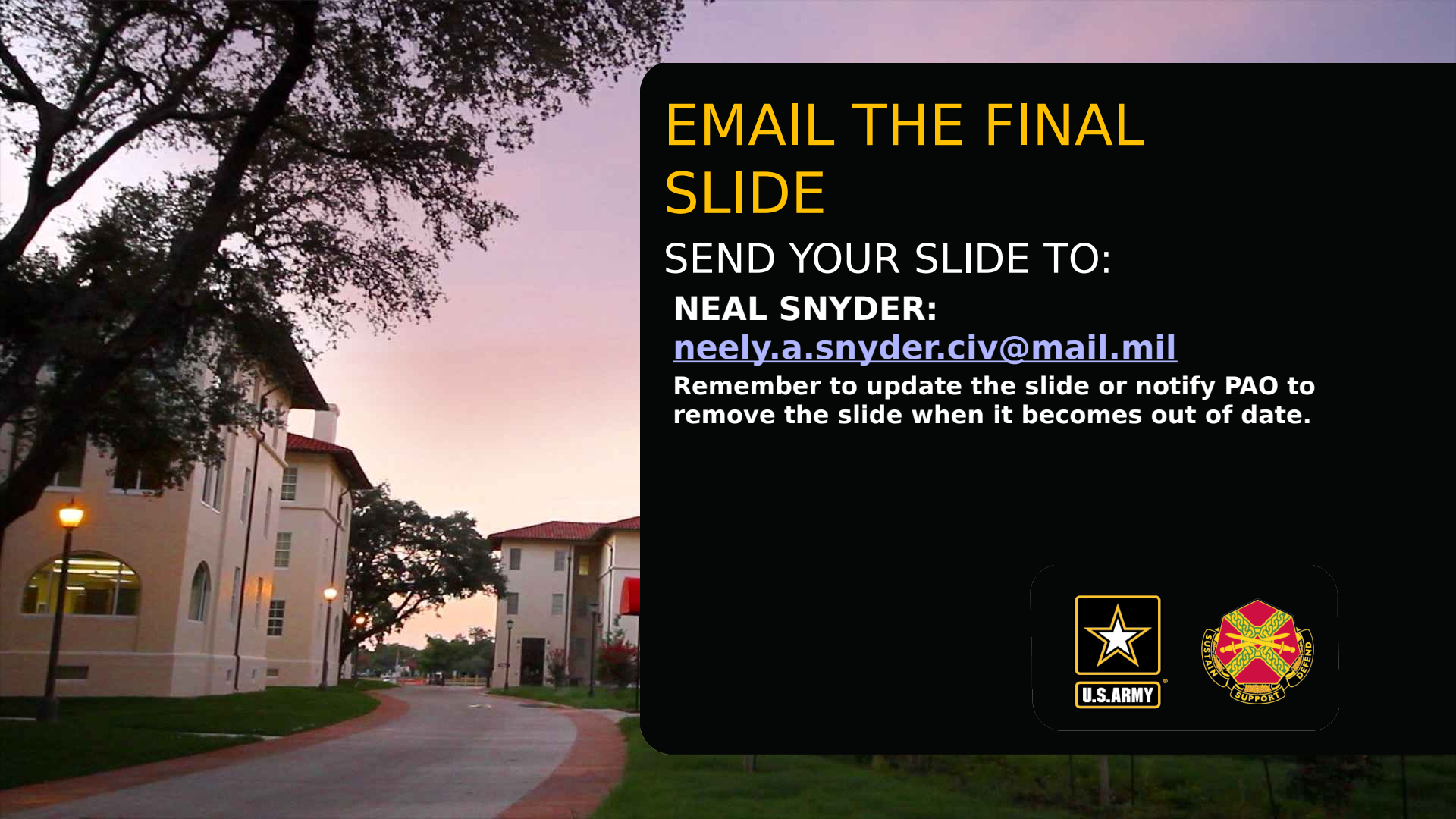
U.S.ARMY

SUSTAIN SUPPORT DEFEND

EXPORTING YOUR SLIDE

When you have completed your slide and checked that it conforms the standards in this guide, export the slide as a PNG image by using the “Save As>Other Formats.” Only export the single slide, not the entire slide deck.

Email the PNG file to Public Affairs (see next slide for email information).



EMAIL THE FINAL SLIDE

SEND YOUR SLIDE TO:

NEAL SNYDER:

neely.a.snyder.civ@mail.mil

Remember to update the slide or notify PAO to remove the slide when it becomes out of date.

U.S.ARMY

SUSTAIN SUPPORT DEFEND

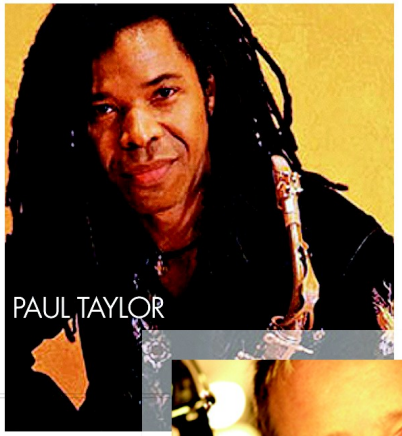
MODELS AND EXAMPLES

USE THIS SLIDE AND THE FOLLOWING FOR EASY SETUP AND EXECUTION.

THIS ONE IS “LEFT-FACING”

THE NEXT SLIDE IS AN EXAMPLE OF USING IT WITH AN IMAGE.

2015 JAZZ LINEUP



NOVEMBER 6
DOORS OPEN AT 7PM | 8PM SHOWTIME

at FORT SAM HOUSTON THEATER
2472 STANLEY RD._BLD 2270_SAN ANTONIO, TX
TICKETS AVAILABLE @ www.outhousetickets.com
For more info call our concert hotline: 466.2020

Open to DOD ID card holders and their guests...

ARMY Entertainment

U.S.ARMY

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THIS IS “TOP CENTER”

EXAMPLES FOLLOW

NAF OPEN ENROLLMENT

NOV 2-27

PLEASE VISIT YOUR HRO TO REVIEW YOUR BENEFIT ELECTIONS AND PERSONAL INFORMATION

FOR MORE INFORMATION GO TO:

WWW.NAFBENEFITS.COM

WWW.NAFHEALTHPLANS.COM

THIS IS “RIGHT-FACING”

EXAMPLES FOLLOW

RED RIBBON WEEK OCTOBER 23-31

THE RED RIBBON CAMPAIGN WAS ESTABLISHED IN RESPONSE TO THE MURDER OF DEA AGENT ENRIQUE CAMARENA IN 1985. SINCE THEN, RED RIBBON HAS SERVED AS A CATALYST TO MOBILIZE COMMUNITIES TO EDUCATE AND ENCOURAGE PARTICIPATION IN DRUG PREVENTION ACTIVITIES.

FOR MORE INFORMATION ON LOCAL EVENTS CALL THE SUBSTANCE ABUSE PROGRAM AT 221-9654

U.S.ARMY

SUSTAIN SUPPORT DEFEND

LARGE PHOTO

IF YOU HAVE MORE IMAGE THAN TEXT, TRY THIS.

Send the photo to the back. Don’t place text any closer to the edge.

U.S.ARMY

SUSTAIN SUPPORT DEFEND

MADE YOU LOOK...
GOT AN ANNOUNCEMENT?
Contact PAO:
466-0680.
U.S.ARMY
SUSTAIN
SUPPORT
DEFEND

FABULOUS HAT CONTI

LARGE PHOTO EXAMPLE

DECEMBER 10

RETAMA PARK

SAVE THE DATE!

U.S.ARMY

SUSTAIN SUPPORT DEFEND

HOLIDAY MEAL WITH DESSERT

PICTURES WITH SANTA

DJ DANCING

ORNAMENT EXCHANGE

SIMULCAST RACING

GAMES

DECEMBER 10. RETAMA PARK. $25.00.

SEE YOUR TICKET POC BY DECEMBER 4

U.S.ARMY

SUSTAIN SUPPORT DEFEND

“ADVANCED PHOTO”

IF YOU HAVE A PHOTO YOU WANT TO RUN LARGE, USE THIS SLIDE. FILL THE SLIDE WITH YOUR PHOTO AND USING THE ARRANGE FUNCTION SEND IT ALL THE WAY TO THE BACK. THE BLACK BOX WILL FLOAT ON TOP OF IT.

U.S.ARMY

SUSTAIN SUPPORT DEFEND

ADVANCED PHOTO EXAMPLE

FILL THE SLIDE WITH YOUR PHOTO AND USING THE ARRANGE FUNCTION SEND IT ALL THE WAY TO THE BACK. THE BLACK BOX WILL FLOAT ON TOP OF IT.